

## ABSTRACT

A display apparatus comprises transparent display elements arranged on a transparent substrate, a display panel DP whose display image can be observed from either side, a pair of liquid crystal shutter means 2as and 2bs disposed in such a manner as to sandwich the display panel DP, display control means 13 and 15 for displaying, on the display panel, a mirror image of an image to be displayed in every other frame, and liquid crystal shutter control means 14 for opening and closing the pair of liquid crystal shutter means in synchronism with the operation of the display control means such that they do not open simultaneously in each frame scan. The pair of liquid crystal shutter means are opened and closed such that the mirror image can be observed as a regular image on one side of the display panel DP. Image information displayed on the display panel can be viewed simultaneously from both the front surface and the back surface of the display panel.